

Rep Order#	6839731	Ver#	3	Status	Revised	Traffic Order#	10/08/2012 8:55 AM	Printed:	1 of 5
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Last Received: 10/03/2012 4:19 PM

Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () AMERICAN CROSSROADS
Product American Crossroads
Estimate# 694
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA	Rep Firm
66 CANAL CENTER PLAZA, SUITE 555	Sales Office () PHILADELPHIA
ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Agency C/P1/P2/E 11/27/694	Salesperson Phone# 215-567-6005
Flight Dates 10/30/2012 - 11/05/2012	Salesperson FAX# 215-567-5938
Hiatus Weeks	

--- CONTRACT COMMENT ---

CLIENT: AMERICAN CROSSROADS SC=*

---REMARKS---

VER 3 ISSUE CXL LNS 4-5,9,19,29-30,35,38,44-45,50,54,60,64
69-70,75,86-87
CXL 1X IN LN 22
ADD TO SKED LN 94
REVISED TOTAL 28,165
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*4	F	5A-6A	WAVY NEWS-5A Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$500.00	11/02-11/02	0	0	0	\$0.00	
	*5	M	5A-6A	WAVY NEWS-5A Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$500.00	11/05-11/05	0	0	0	\$0.00	
	*9	F	6A-7A	WAVY NEWS-6A Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$1,500.00	11/02-11/02	0	0	0	\$0.00	
	*19	F	430A-5A	WAVY NEWS-430A< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$125.00	11/02-11/02	0	0	0	\$0.00	

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Buyer Stephanie Maroney Flight Dates 10/30/2012 - 11/05/2012 Salesperson FAX# 215-567-5938
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*86	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	11/03-11/03	0	0	0	\$0.00	
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
			Sales Remark: V3 CXL PER AGY/CLIENT REQUEST									
			V3 More than 2 codes changed									
	*87	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$800.00	11/04-11/04	0	0	0	\$0.00	
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
			Sales Remark: V3 CXL PER AGY/CLIENT REQUEST									
			V3 More than 2 codes changed									
	*94	M	11A-12P		:30	\$215.00	11/05-11/05	1	1	1	\$215.00	
			Buyline Comment: HAMPTON ROADS SHOW									
			ADD TO SKED									
			Sales Remark: V3 ADD TO SKED									
			V3 Added									

---REPORT TOTALS---

Report Totals: 2 / \$615.00

---SALES MONTHLY TOTALS---

Nov 12: 64 / \$28,165.00
Sales Totals: 64 / \$28,165.00
Station Totals: 64 / \$28,165.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$76,122	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 13%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

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--- CREDIT RISK ---

CASH IN ADVANCE